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TECHNIQUE FOR OPTIMIZING THE DELIVERYOF ADVERTISEMENTS AND OTHER PROGRAMMING SEGMENTS BY

MAKING BANDWIDTH TRADEOFFS

IN THE SPECIFICATION

Please amend the written specification as follows wherein added text is indicated with underlining and deleted text is indicated with strikethrough or [[double brackets]]:

Please replace the paragraph from line 33 on page 11 to line 12 on page 12 as follows:

Additionally, a data storage device 316 is preferably utilized in the programming system 300 for the temporary or permanent storage of video component data 310, audio component data 312, graphics component data 314 [[514]], media objects, the content provided in the media objects, transmission signals (for example, in decompressed and/or demultiplexed formats), user profile information, operating routines, and/or any other information utilized by the programming system 300. The data storage device 316 may be provided in conjunction with the receiving system 304, may be a stand-alone device co-located with the receiving system 304, may be remotely accessed (for example, via an Internet connection), may be provided with the transmission system 302, with the user profile system 306, with the media object creators 308, or at any other location in the programming system 300. The data storage device 316 may also utilize a combination of local and remote storage devices in order to provide the desired features and functions of the interactive programming system 300. Various data storage devices 316, algorithms, programs, and systems may be utilized in conjunction with the interactive programming system 300. Examples of such data storage devices 316 include, but are not limited to, hard drives, floppy disks, tape drives, and other magnetic storage media, CD ROMS, digital video disks and other optical storage media, memory sticks, file servers and other digital storage media, and including remote databases and local databases.

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Please replace the paragraph at lines 8 to 15 of page 24 as follows:

MPEG encoding also incorporates a segment in each data packet called the adaptation field that carries information to direct the reconstruction of the video signal **500**. The program clock reference ("PCR") is a portion of the adaptation field that stores the frame rate of an incoming video signal **500**, clocked prior to compression. The PCR includes both decode time stamps and [[an]] presentation time stamps. This is necessary to ensure that the demux/decoder **672** in the receiver **650** can output the decoded video signal **500** for presentation at the same rate as it was input for encoding to avoid dropping or repeating frames.